

The evolution of tourism in Spain. The case study of Benidorm (Alicante)



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OBJECTIVES OF THIS PRESENTATION:

- Analyse the evolution of tourism activities in Benidorm**
- Use this coastal town of Spain as an example of the Spanish sun and sand tourism evolution**
- Travel around the history of this representative town for the regional economy**
- Analyse the past, present and future of Benidorm as the capital of tourism in Costa Blanca**

Situation



Situation



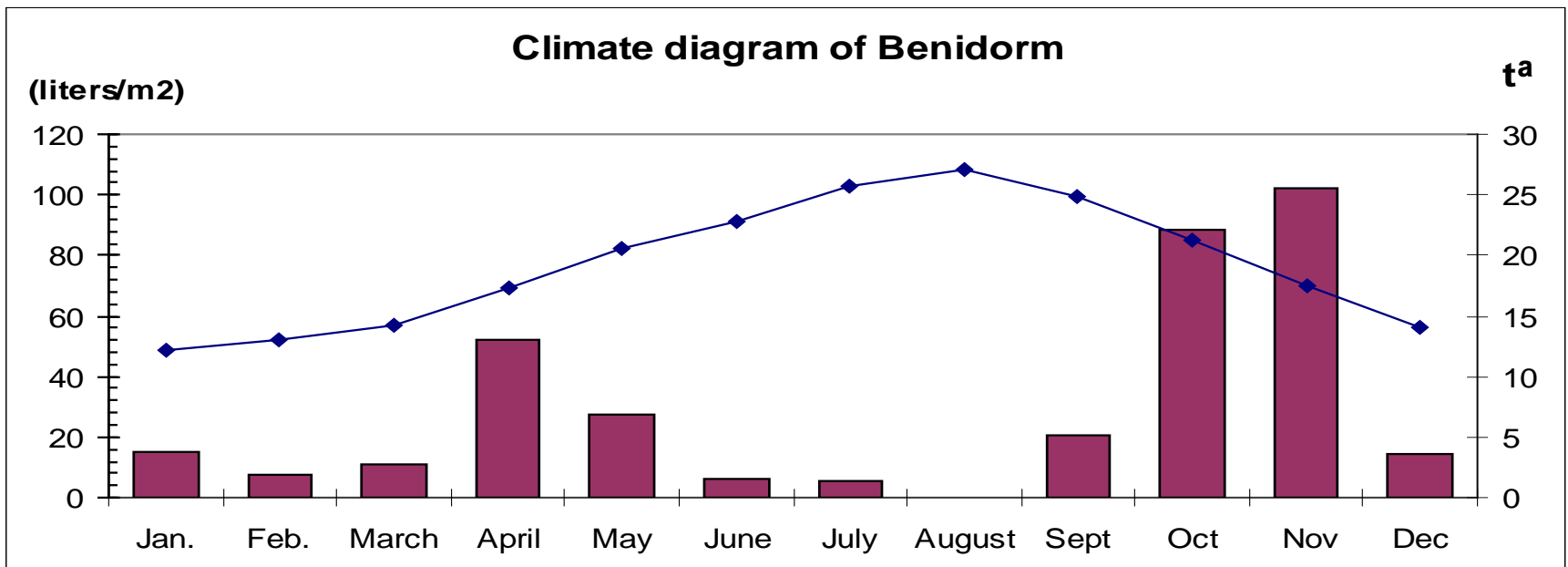
Benidorm...

- is one of the most traditional sun and sand tourist destinations of the Mediterranean coast of Spain**
- is a good example for studying the tourism phenomenon in Spain**
- is a town with almost 80,000 inhabitants but 1,748,564 visitors and 10,495,788 overnight stays per year (data from 2012)**
- is the place with the highest density of skyscrapers per inhabitant worldwide, and the second one after New York due to its number per square meter**
- has the highest hotel in Europe (Hotel Bali ****)**

Why did Benidorm become a tourist destination?



Photo: Courtesy of the Town Council of Benidorm

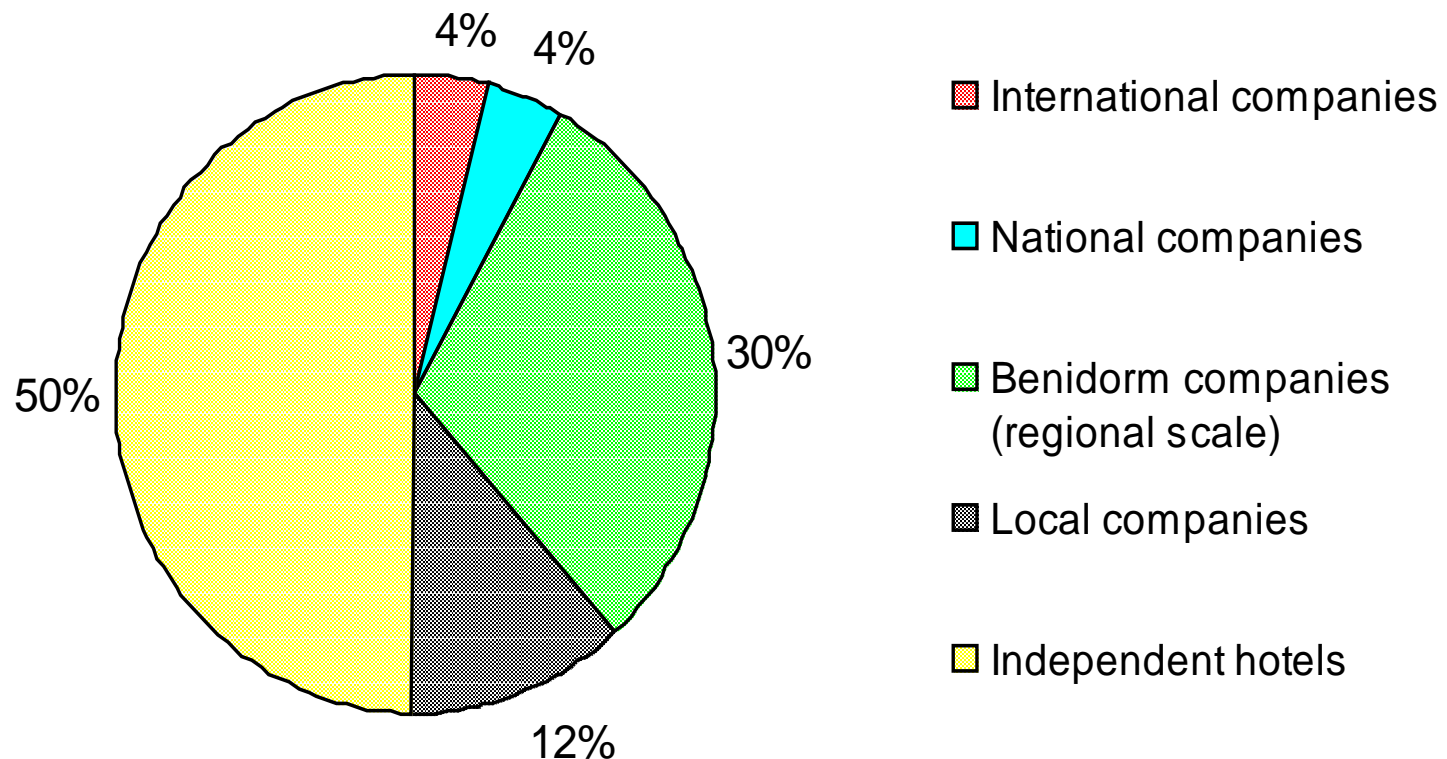


**1. Benidorm
has a very
mild weather**

Photo: Courtesy of the Town Council of Benidorm

2. There is a local entrepreneurial basis

Hotel structure in Benidorm in 2009



Source: Own elaboration with data from (Vera, Rodríguez and Capdepón, 2010)

3. Loyal, durable and stable business relationships between Benidorm hotels and main countries of emission: United Kingdom, Netherlands, Norway...



Jet2holidays®
Package holidays you can trust



BBC serial "Benidorm"

4. Profuse and well designed complementary offer



**Theme
parks**



Photos: courtesy of the Town Council of Benidorm

4. Profuse and well designed complementary offer



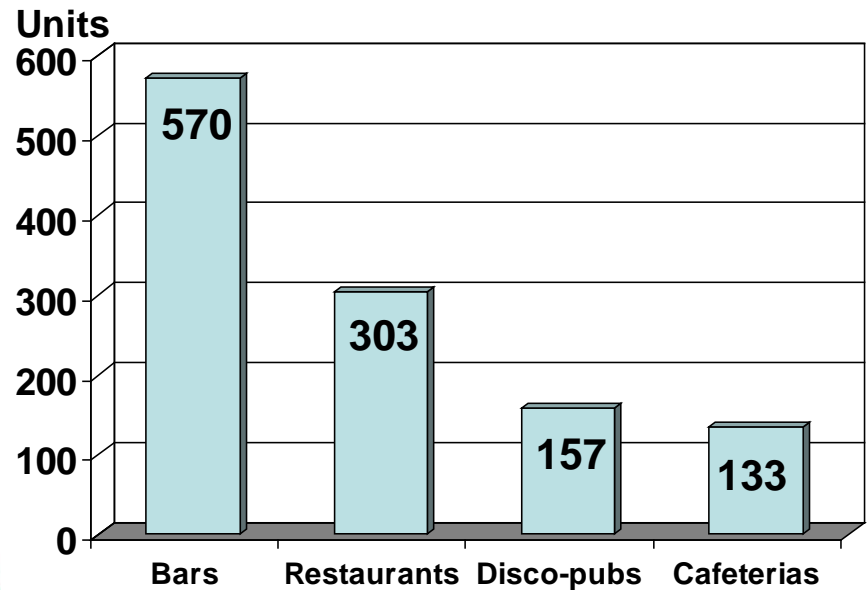
Golf courses

Photo: courtesy of the Town Council of Benidorm



Source: www.realbenidorm.net

Powerful restaurant industry



Source: Benidorm en cifras, 2012.

4. Profuse and well designed complementary offer



Benidorm palace. Opened in 1977

Source: blog.ilovecostablanca.com



Source: www.rh-hotels.co.uk

Music, dance, theatre shows

4. Profuse and well designed complementary offer



Source: Benidorm en cifras, 2012.

Music, dance, theatre shows

5. Complementary destinations in the proximity



Las fuentes del Algar

Source: <http://www.lasfuentesdelalgar.com>



Guadalest

Source: www.guadalest.es/

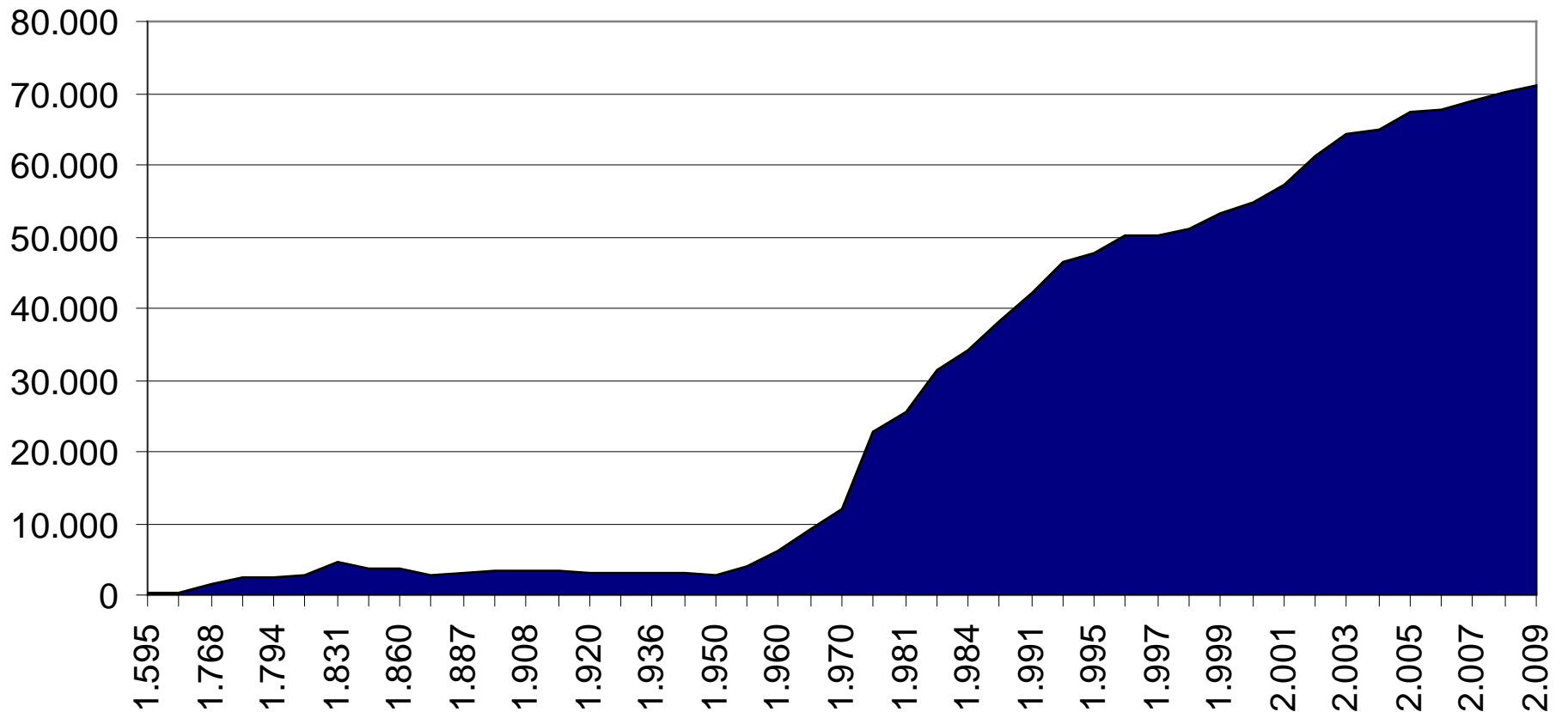


Source: <http://www.noticiasdot.com>

Evolution of Benidorm

Population

Number of
inhabitants



Data courtesy of the Town Council of Benidorm

Benidorm at the beginning...

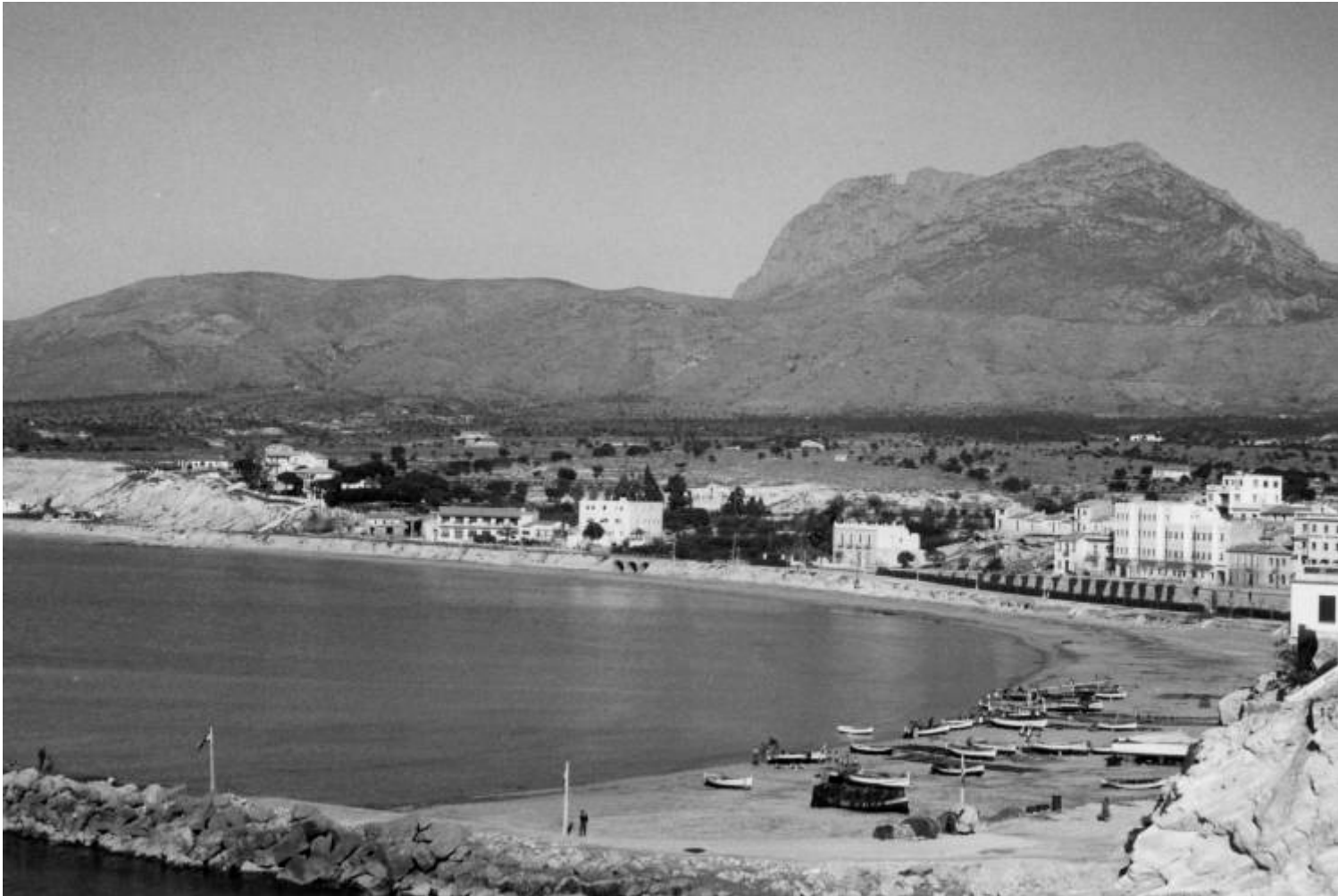


Photo: courtesy of the Town Council of Benidorm

Benidorm

Before the 1950s, Benidorm was a fishermen village.

1950: National tourism started in the village

1952: One of the biggest tuna fishery was closed down in the municipality.

Spain

1939: End of the Spanish Civil War

1939-1975: Franco's Dictatorship in Spain

1953: Agreements between Spain and USA

Spain and Europe

Crisis of spa tourism focused on high classes

After the Second World War: economic recovery in the bulk of Western European countries that provoked mass international tourism trips

Benidorm

1956: First General Urban Development Plan in Benidorm: a tourism devoted town is planned along the main beaches

Until 1959: 4 hotels were opened in Benidorm

1959: International Benidorm Song Festival

1959: The Mayor of Benidorm allowed the use of bikini in the beaches of the town.

Spain

1959: Agreement between the Spanish Office for the USA relationships and the US International Cooperation Administration.

In 3 years, USA granted a loan of more than 1.9 million EUR for the development of tourism in Spain.

Hilton hotels entered into the Spanish market

Spain and Europe

Rise of massive sun and sand tourism in the Mediterranean coasts of France, Italy and Spain

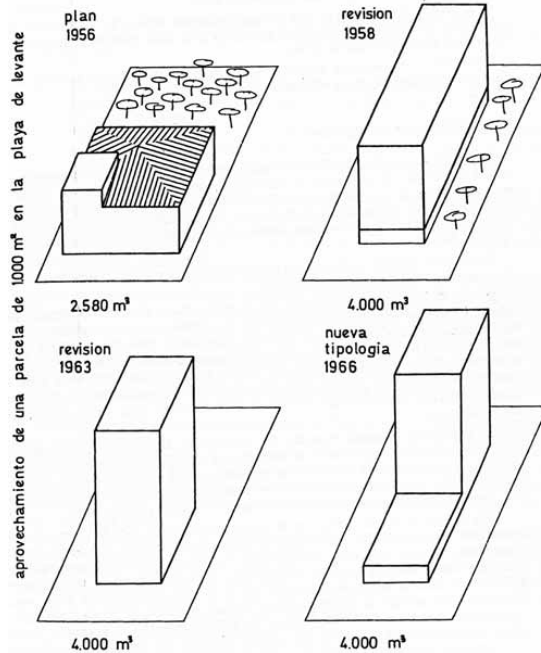
1964: Spain became the first tourist destination

1957: 30,000 tourists flew from UK to Valencia with British European Airways and chose Benidorm as the final destination for their holidays

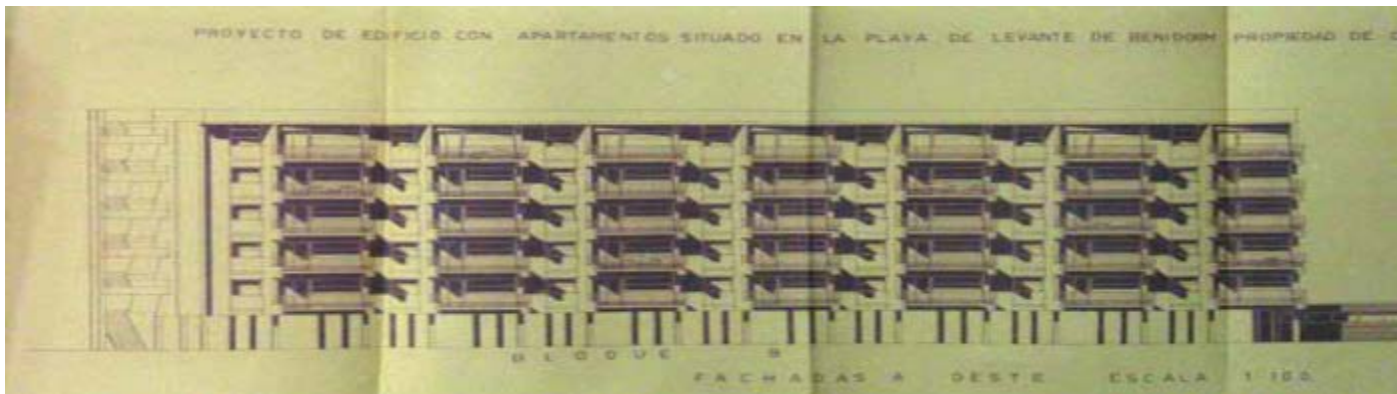


Courtesy of the Town Council of Benidorm

TIPOLOGIAS DE OCUPACION DE PARCELA SEGUN
LAS DISTINTAS REVISIONES DEL PLAN. BENIDORM.



Constructive typology proposed in the First General Urban Development Plan in Benidorm

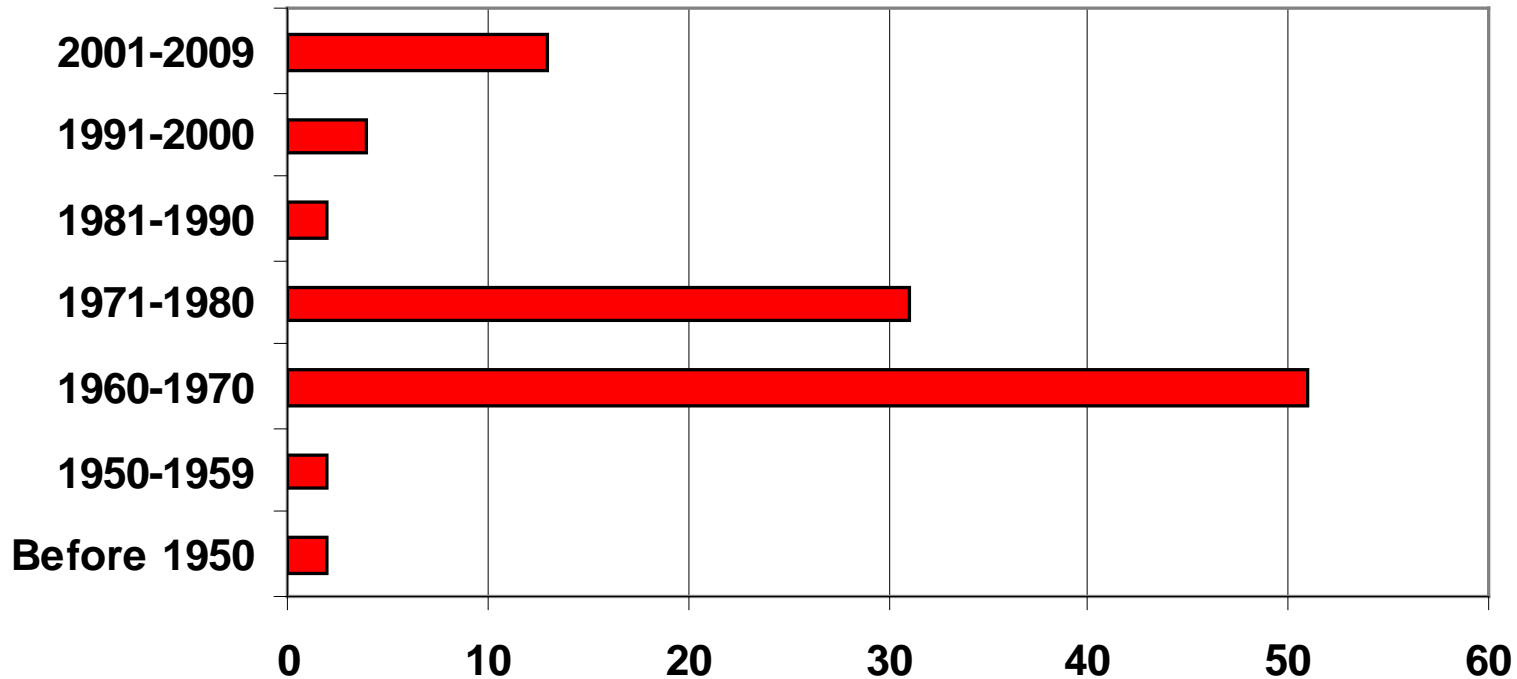


Courtesy of the Town Council of Benidorm



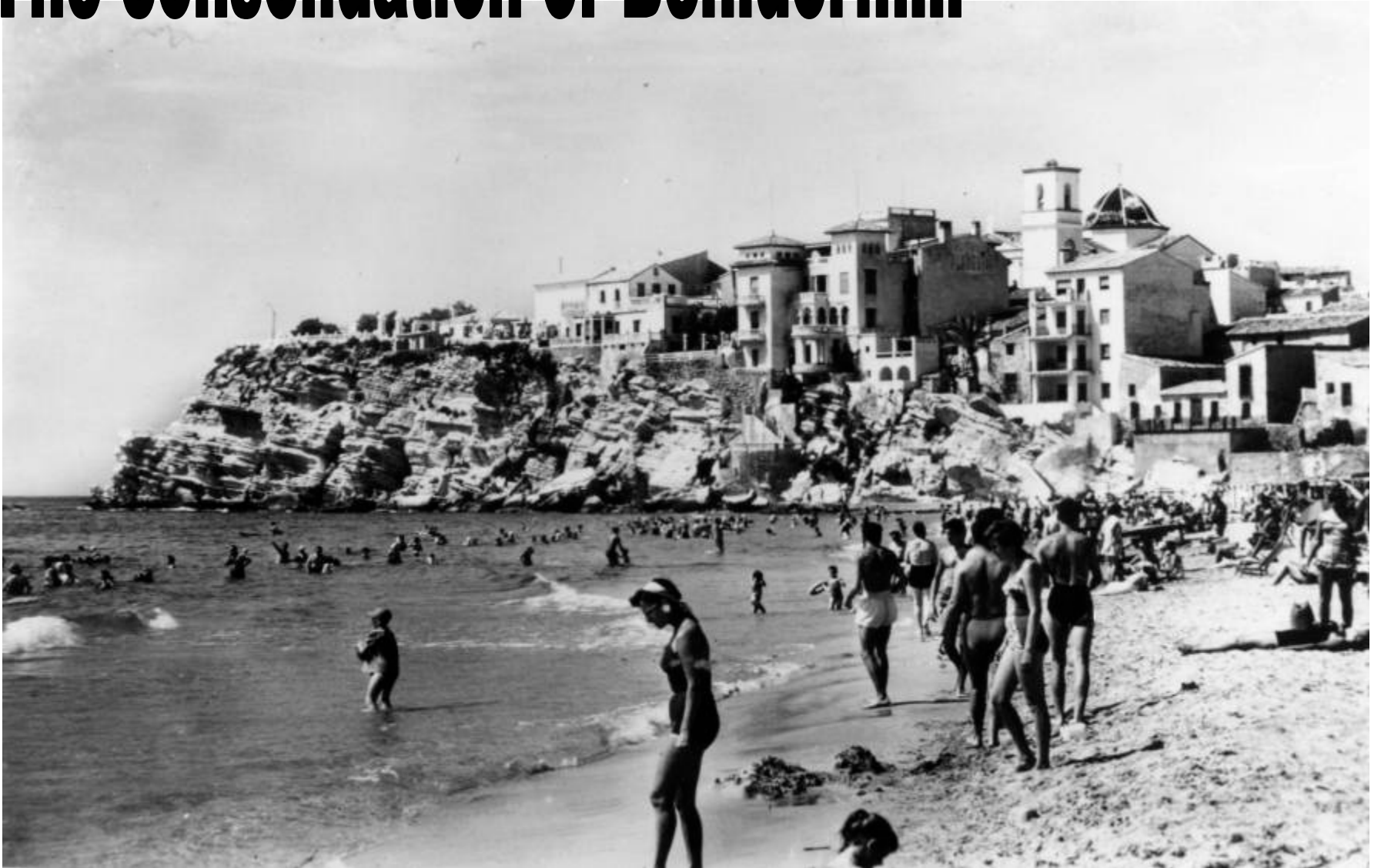
Courtesy of the Town Council of Benidorm

Opening of new hotels in Benidorm (units)



Source: Own elaboration with data from (Vera, Rodríguez and Capdepón, 2010)

The consolidation of Benidorm...



Courtesy of the Town Council of Benidorm

Benidorm

1962: Construction of the bull fighting square of Benidorm.

1963: Second General Urban Development Plan in Benidorm which allowed higher skyscrapers and a low habitat density in the town

Spain

1959: Stabilisation Plan

- More economic flexibility
- More real exchange rate mechanism

National tourism was very scarce due to the low purchasing power of the Spanish population

Spain and Europe

Tourists from Western Europe arrived to Spain with their own cars

Due to the higher proximity, Catalonia was the first region being consolidated as a tourism area

Benidorm

1970: the airport of Alicante was opened.

1975: the motorway between Alicante and Benidorm was built up

1985: Opening of Aqualandia amusement park

Spain

1964: Spain overcame Italy and became the worldwide tourism leader

Spain was focused on attracting mass tourism from European countries

From the 1960s:
The Spanish image is based on stereotypes and cultural and religious traditions

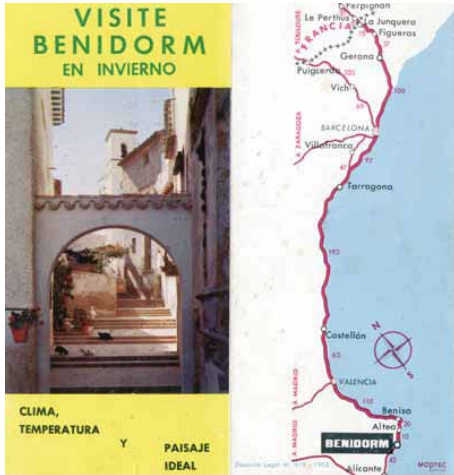
Spain and Europe

European tourists enjoyed a very good value for money due to the low prices of the Spanish tourism industry (lower than the neighbor countries)

Cheap houses and land helped foreign investors to buy houses in tourist areas

Use of the stereotypes for the consolidation of the Spanish tourism image

El SOL pasa el invierno en				
BENIDORM... y la BRISA el verano				
TEMPERATURAS				
Otoño	Invierno	Primavera	Al Año	
Ambiente: 15° C.	13° C.	23° C.	Días del Sol	194 d.
Agua: 18,5° C.	17° C.	19,5° C.	Días nublados	49 d.
			Días de lluvia	24 d.
Hoteles y Pensiones de Benidorm				
Precios Pensiones completas (incluyen 2 comidas)				
Hoteles de LUXO				
Hotel Hueli Delfín		640-750	Hotel La Jazla	327-635
HOTELS 1.*				
Alanya		365-400	Hotel Sibilant	355-234
Cotahuala		190-270	Hotel	179-458
Llanos		360-390	Miramar	355-340
Las Dunas		360-250	Hotel Pisa	360-390
Piscina		365-370	PENSIONES 1.*	
Piscina		325-335	Barceló	
HOTELS 1.* - B			Los Angeles	
Ara		306-360	Hotel del Mar	
Europa		360-370	Hotel del Mar	
Itea		350-310	Hotel	
Kauai		360-360	Hotel Palmira	
Luz		365-400	Pala Sarcoté	
Luz		365-400	Los Almendros	
Región		365-400	PENSIONES 2.*	
Riviera Marconi		360-380	Alameda (Venez)	
Victoria		275-300	Hotel Correo	
Venezuela		360-380	La Era	
HOTELS 2.*			Fonitania	
Cardal		190-235	La Gorta	
La Palma		220-250	La Chopia	
Machón		190-270	Marconi	
Temper		260-270	Mediteraneo	
HOTELS 3.*			Venezuela	
Alameda		181-191	PENSIONES 3.*	
Eso		190-194	Mecabe	
Cabin		190-194	Mortio	
Eso		190-190	La Meria	
Llanos		190-190	Sue	
Luz		190-190	El Bano	
Machón		190-191	Bañico	
Machón		190-190	Reservado Pae	
Hotel Benagat		430	Alto	
			Casa Miquel	



Benidorm

From 1980, offer during the wintertime uses half of the “sun and sand product” (pensioners from Spain and the rest of Europe) looking for SUN and mild weather

Around 20% of the hotels close during the wintertime

Spain

1975: starting of the democracy

1986: Entrance in the EU

In the last decades, tourism has been planned by regional governments, being committed to raise the quality of the offer (more diversified, environmental friendly and sustainable)

Spain and Europe

International tourism companies cornered the Spanish domestic market

Tour operators controlled a large part of hotel offer and services (shows, theme parks...)



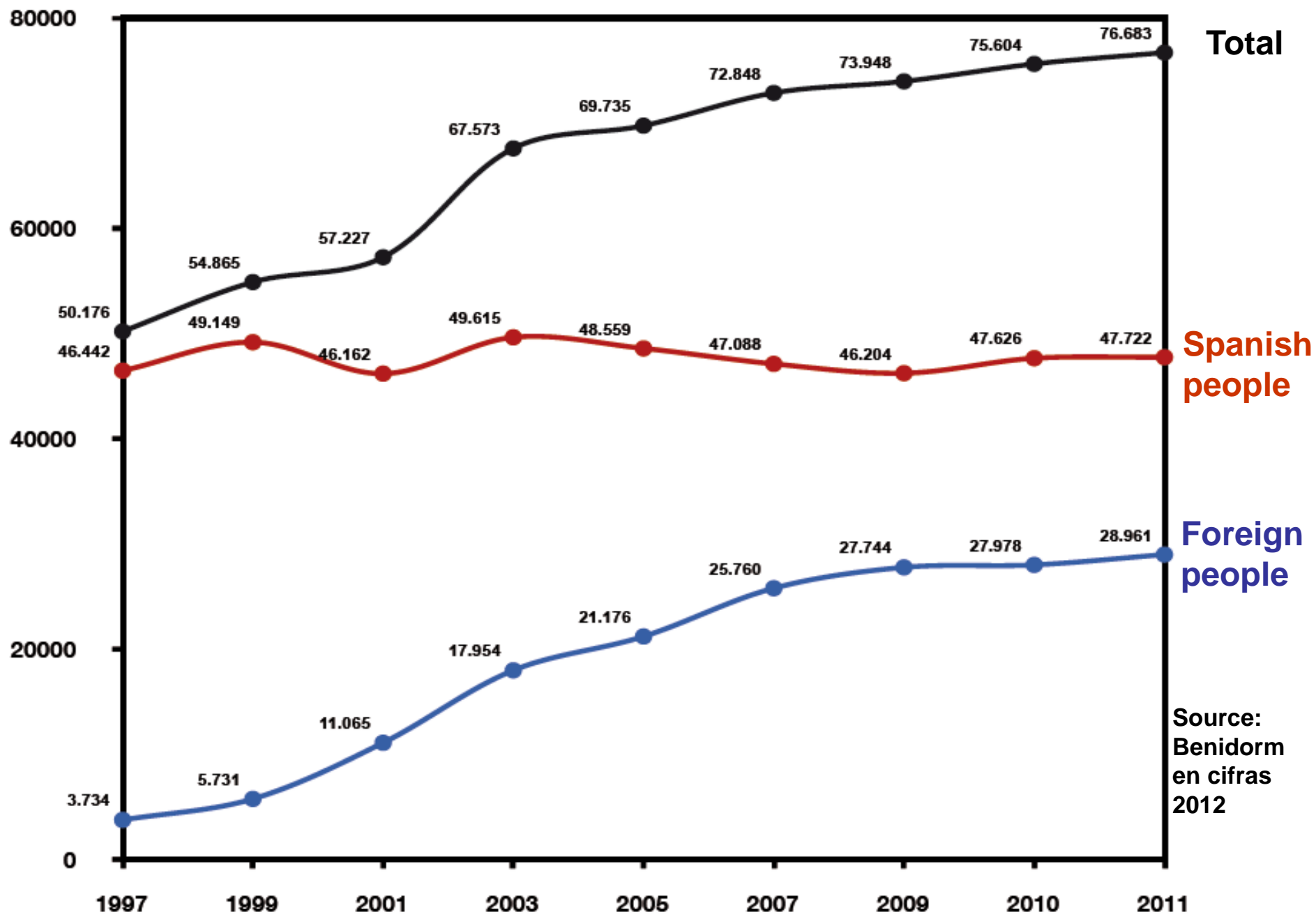
***„The sun passes the
winter in Benidorm
and the breeze, the
summertime”***

Benidorm nowadays...

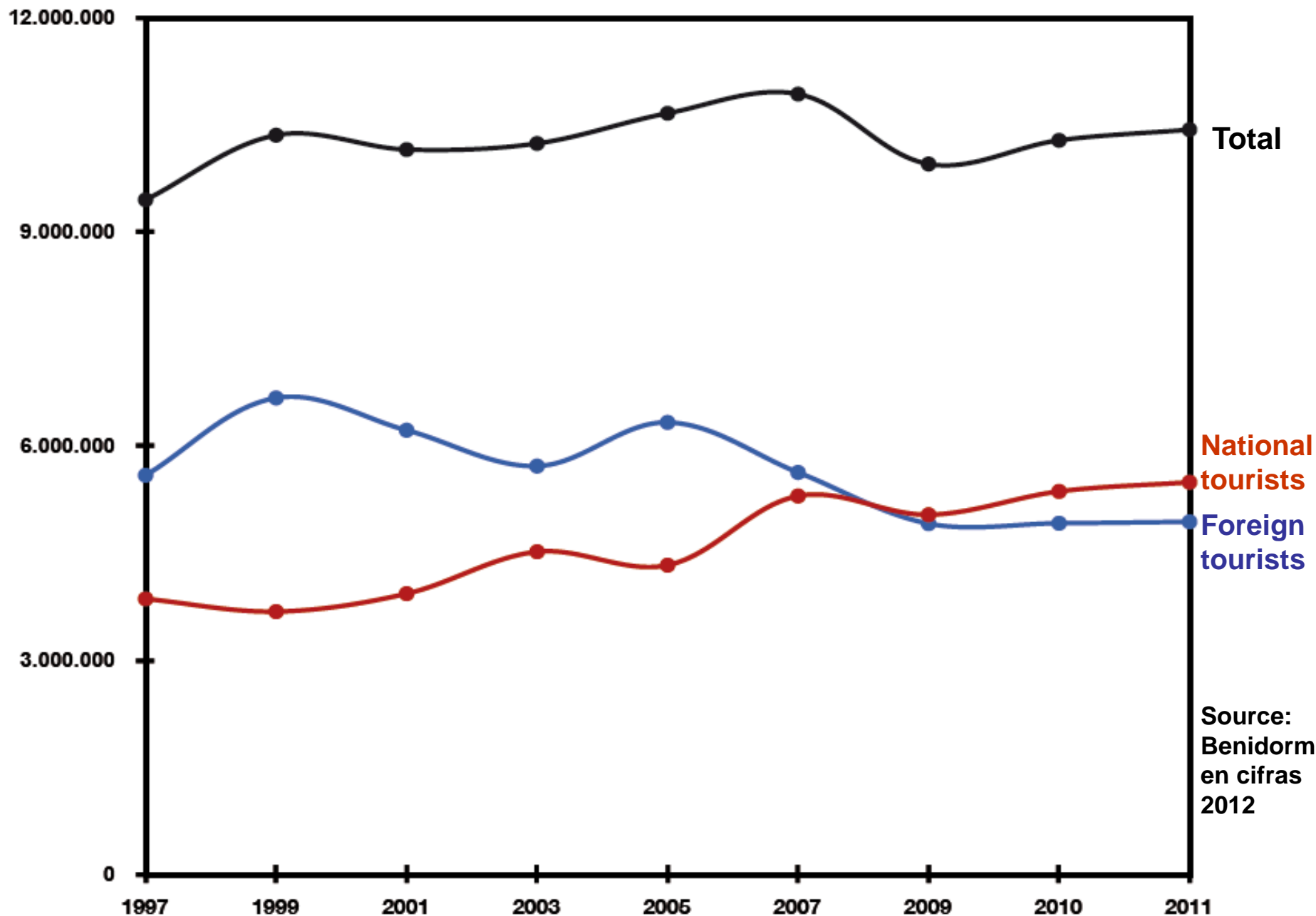


Courtesy of the Town Council of Benidorm

Registered inhabitants during the period 1997-2011



Evolution of tourists during the period 1997-2011



- 2000: Opening of Terra Mítica amusement park
- 2000: Opening of Aqua Natura and Terra Natura amusement park
- From 2005, Benidorm covers the niche market of luxurious hotels with 1024 hotel rooms in 5 stars hotels
- Part of the hotel room offer has been upgraded or renovated.
- British tourists are the first market, followed by Dutch tourists. In the last years, Russian and Polish tourism has significantly grown.
- Many ex-tourists from Western Europe became residents in the surroundings of Benidorm



Source: <https://maps.google.es>

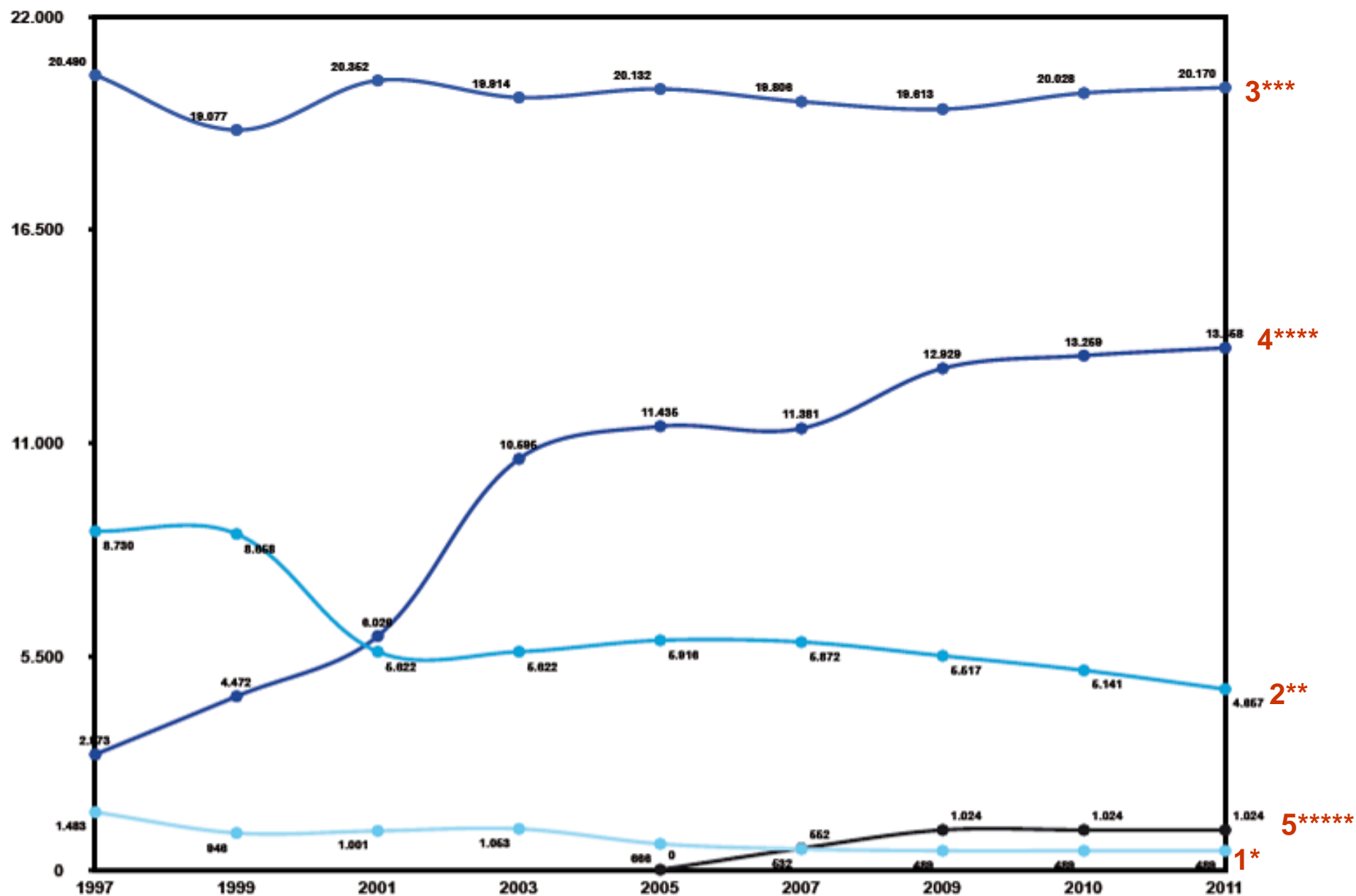
In the last decade, internet opened new possibilities for direct sale of tourist products:

- not so dependent on tour operators
- Many British tourists book now directly on internet

NEW TRENDS IN BENIDORM:

- Reconvert the excess of room offer to apartments or offices
- Gain accesibility and safety in old buildings and built more sustainable buildings

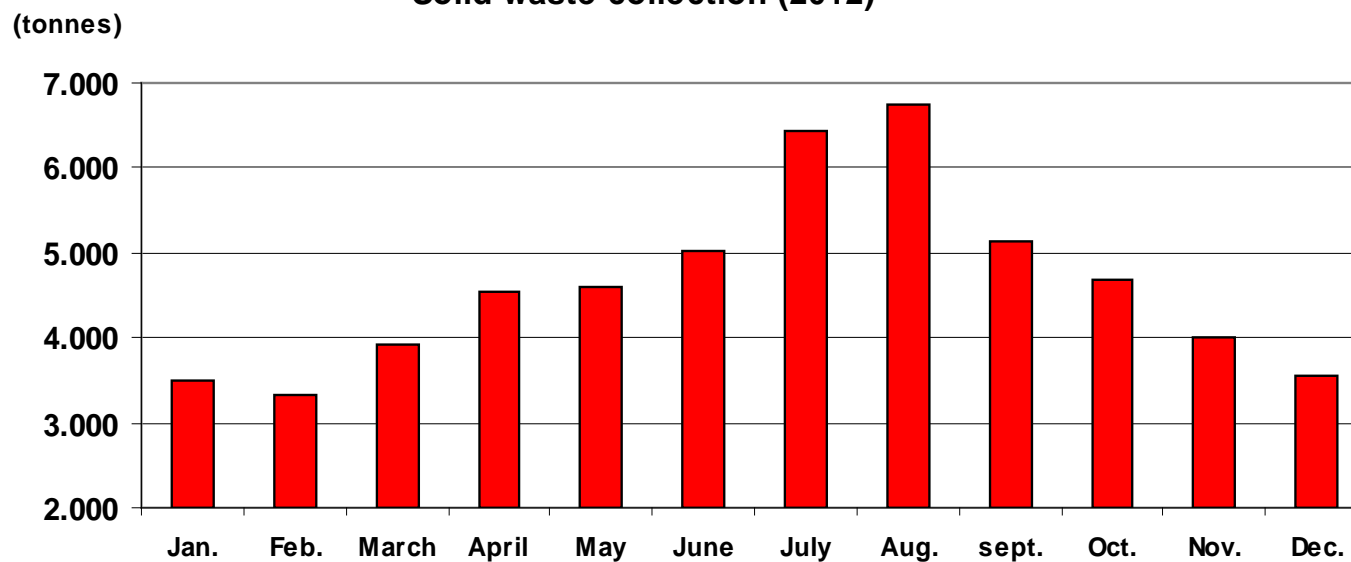
Hotel beds category during the period 1997-2011



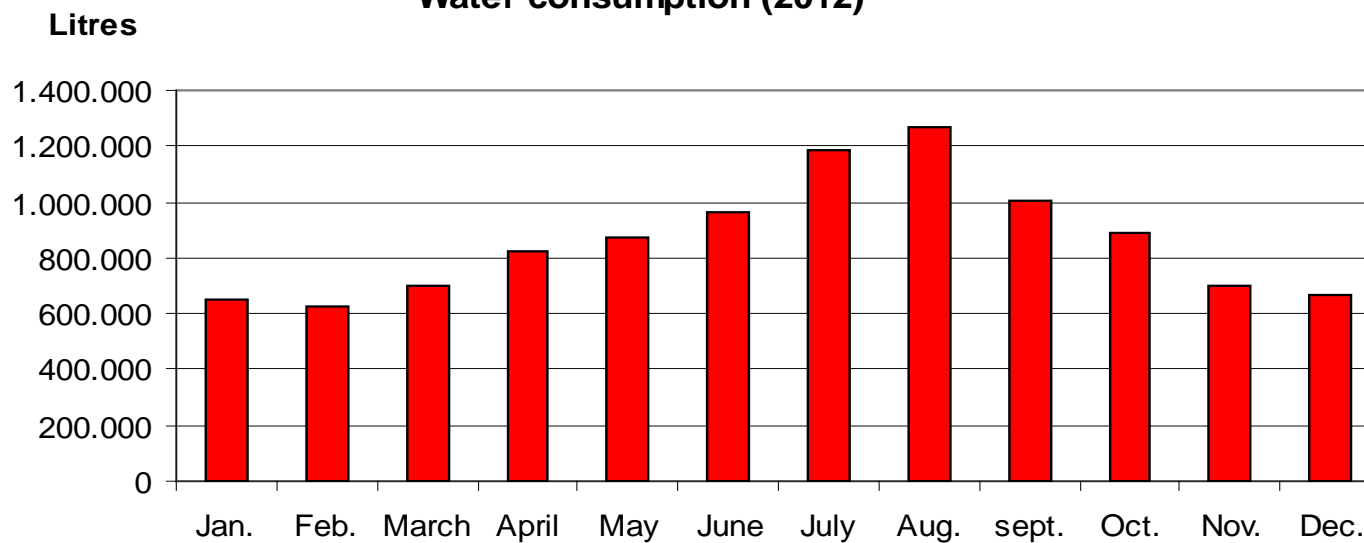
Diversification of seasonal tourism



Solid waste collection (2012)

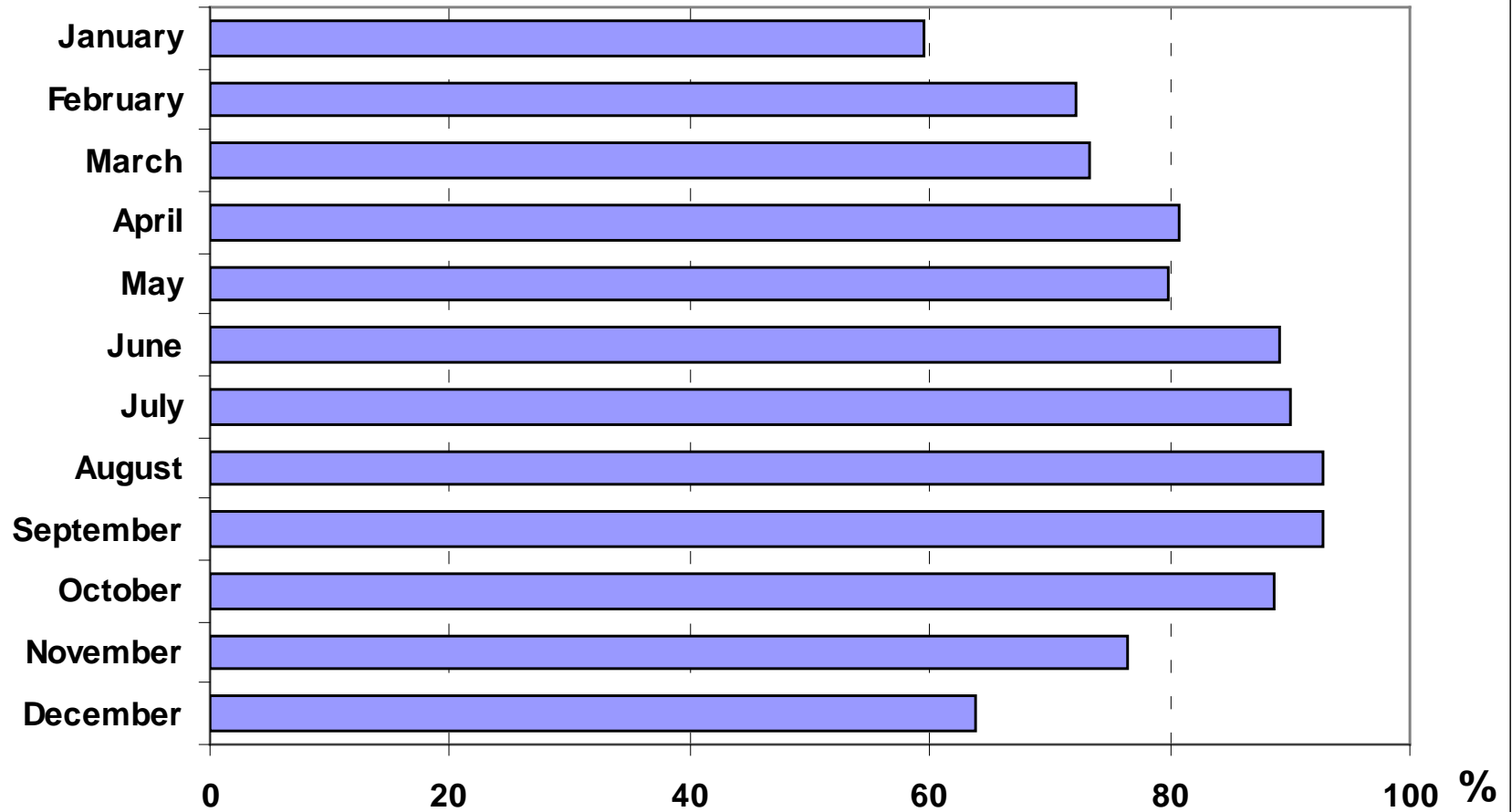


Water consumption (2012)

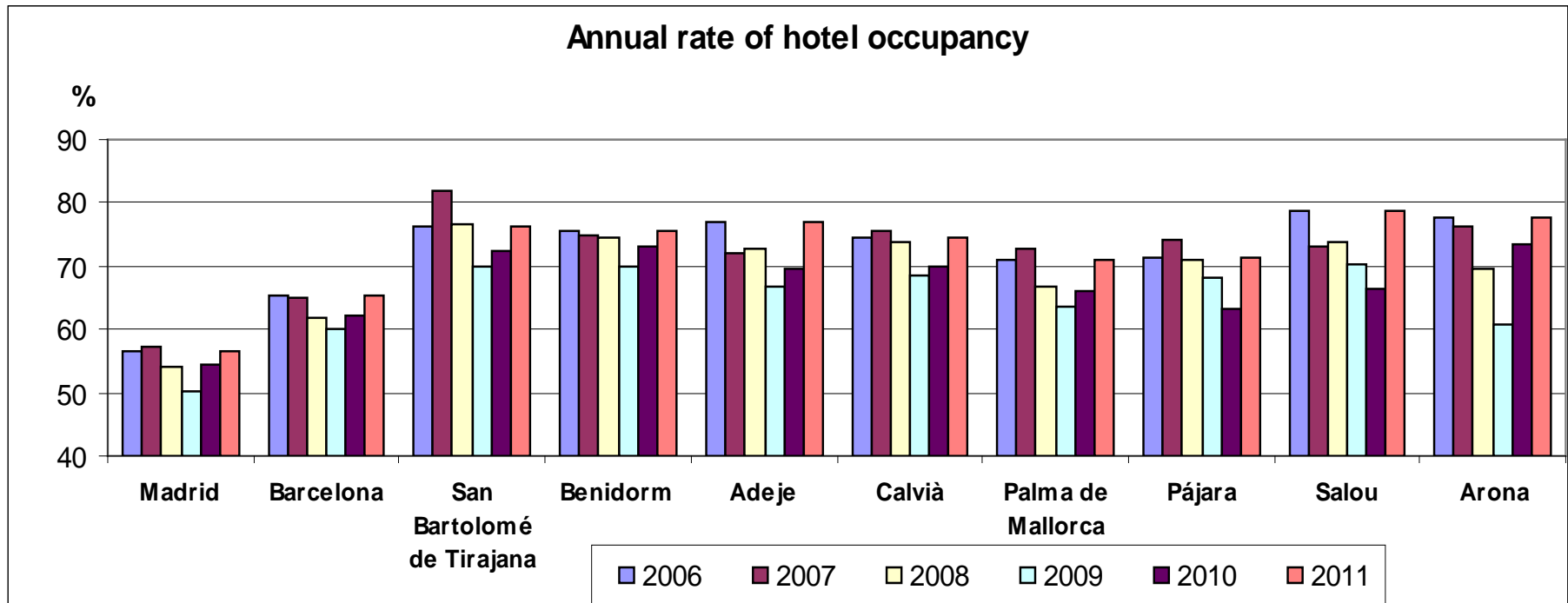


**Source:
Benidorm
en cifras
2012**

Monthly rate of hotel occupancy in Benidorm

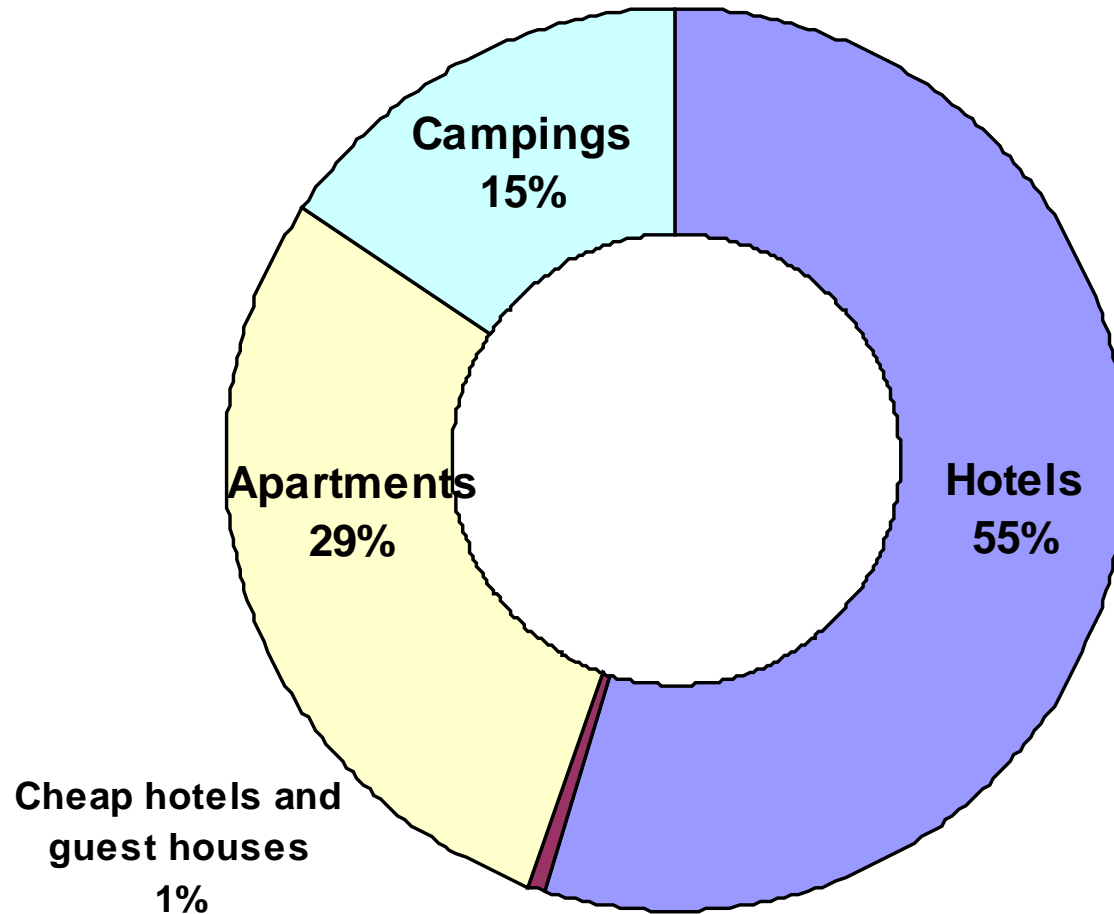


Source: Benidorm en cifras, 2012

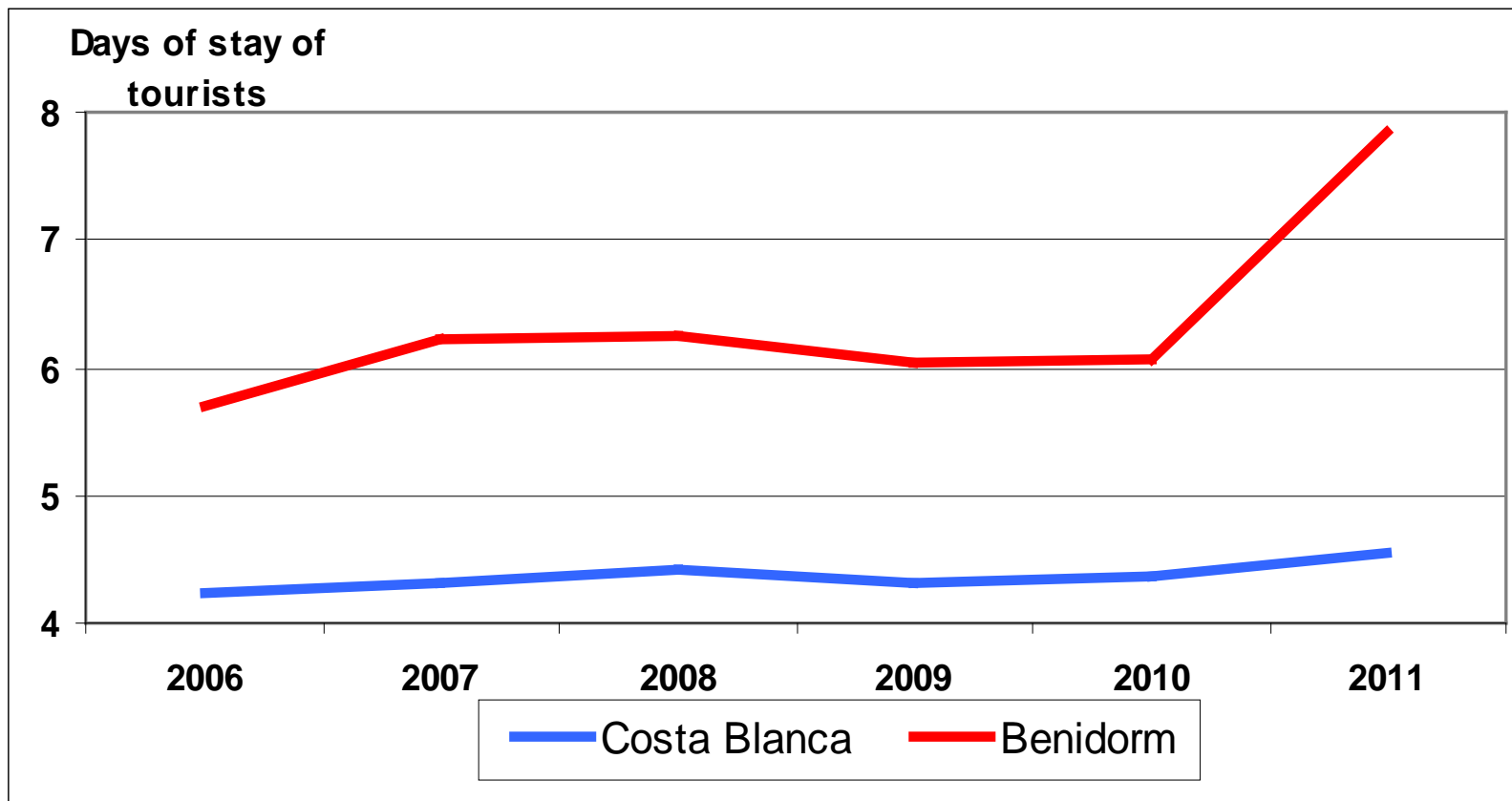


Source: www.ine.es

Accommodation offer (2012)



Source: Benidorm en cifras, 2012.



Source: www.ine.es



Courtesy of the Town Council of Benidorm

Conclusions

- Excessive dependence on the British market
- Benidorm is increasing direct sales through internet in order to decrease foreign tour operators dependence.
- Benidorm has maintained a high density habitat



-It is surrounded by municipalities that have used the capital of Costa Blanca as an anchor for urban sprawl.

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